

WHAT IS CLAIMED IS:

1 1. A method of collecting data relating to a user's transactions over an
2 unsecure network, the user utilizing a computing device to send and receive data sets
3 over the network, the computing device having an address on the network, the data
4 sets including data representative of the address of the computing device on the
5 network, comprising the steps of:

6 6. directing all data sets from the computing device to a known domain;
7 7. assigning a unique identifier to the computing device;
8 8. readdressing data sets sent from the computing device to indicate that
9 the data sets originated in the known domain;
10 10. recording at least part of the data sets; and
11 11. sending the readdressed data onto the network.

1 2. A method according to Claim 1, wherein the step of directing all data
2 sets comprises configuring software running on the computing device to address all
3 data sets to a known proxy server in the known domain.

1 3. A method according to Claim 1, wherein the step of recording at least
2 part of the data sets comprises building a database including at least part of the data
3 sets.

1 4. A method according to Claim 3, wherein the step of building a
2 database includes building a database having at least one field selected from the group
3 consisting of user age, user income level, user education level, household size, time of
4 transmission of the data set, location of computing device, date of transmission of the
5 data set, currency paid, type of product purchased, type of service purchased, network
6 address of the intended recipient of a data set, click-through address, banner
7 advertisement impression, and permission e-mail received, and combinations thereof.

1 5. A method according to Claim 1, further comprising the steps of:
2 negotiating a first encryption key with the computing device;
3 negotiating a second encryption key with an intended recipient of a
4 data set sent by the computing device.

1 6. A method in accordance with Claim 5, further comprising the steps of:
2 decoding an encrypted data set from the computing device with the
3 first encryption key;
4 encrypting the decoded data set with the second encryption key; and
5 transmitting the data set encrypted with the second encryption key to
6 the intended recipient via the network.

1 7. A method in accordance with Claim 1, further comprising the step of:
2 calculating a metric from the data recorded in the recording step
3 indicative of how much money is spent per a set number of times a particular
4 addressable data set on the network is requested by any user on the network.

1 8. A method in accordance with Claim 1, further comprising the step of:
2 generating a set of records from the data recorded in the recording step,
3 each record including data, the data being representative of a user's request for data
4 from a single set of addresses on the network, and the data being representative of at
5 least one characteristic of the user.

1 9. A method in accordance with Claim 1, further comprising the step of:
2 generating a set of records from the data recorded in the recording step,
3 each record in the set including the price paid for a product or service in a known
4 class of products or services, and the date the price was paid; and
5 generating time-price functions to provide an indication of the market
6 price for products or services in the known class of products or services.

1 10. A method in accordance with Claim 1, further comprising the step of:
2 generating a set of records from the data recorded in the recording step,
3 the set of records including fields for data indicative of the amount of revenue a

4 known network address generates over a set time period or over a set number of
5 requests for data from the known network address.

1 11. A method in accordance with Claim 10, further comprising the step of:
2 generating a revenue projection over a given period of time for the
3 known network address.

1 12. A method in accordance with Claim 10, further comprising the step of:
2 generating a sales forecasts for the known network address.

1 13. A method in accordance with Claim 1, further comprising the step of:
2 generating a set of records from the data recorded in the recording step,
3 the set of records including a field indicative of the number of times data at a known
4 network address is requested by a user on the network.

1 14. A method in accordance with Claim 1, further comprising the step of:
2 generating a set of records from the data recorded in the recording step,
3 the set of records including fields indicative of a characteristic of users of the network,
4 and at least one field indicative of network usage; and

5 comparing the set of records to a second database based on a large
6 population to predict an overall probability of network usage by network users having
7 the characteristic for the entire population represented by the second database.

1 15. A method in accordance with Claim 1, further comprising the step of:
2 compressing the readdressed data.

1 16. A system for collecting data relating to a user's transactions over an
2 unsecure network, the user using a computing device configured to send and receive
3 data sets over the network, the computing device having an address on the network,
4 the data sets including data representative of the address of the computing device on
5 the network, the system comprising:

6 logic configured to assign a unique identifier to the computing device;
7 logic configured to readdress data sets sent from the computing device
8 to indicate that the data sets originated in the known domain;
9 logic configured to record at least part of the data sets; and
10 logic configured to send the readdressed data onto the network.

1 17. A system for collecting data relating to a consumer's transactions over
2 an unsecure network, the consumer using a computing device configured to send and
3 receive data sets over the network, the data sets including data representative of the

4 address of the computing device on the network, the network including a content
5 server, the system comprising:
6 logic configured to send data to and receive data from the consumer
7 over the network;
8 logic configured to negotiate a first encryption key with the
9 consumer's computing device; and
10 logic configured to negotiate a second encryption key with the content
11 server.

SPS
B1